

The Seedling Sheet



17: The Business Growth Package

The Essentials

Designing a business for growth takes planning and ideas, but if you commit to creating a robust, thought-out growth plan you are putting your business on a straighter road to success. Fewer dead-ends, no instances of accidental stalling, and certainly no idling in lay-bys whilst competitors whizz by.

Firstly, every business needs to shape and create their brand story. What is the story that you engage customers with? That customers fall in love with? That customers retell and weave into their own stories of your products and services? Take time to get this story right.

Planning for growth means also understanding your customers – both current and future. Segment your customers into type, be it income, geography or purchase behaviours and build up profiles of their key challenges, buying patterns and look at how you can delight and service them.

Finally, create your business vision. A huge, bold, detailed, technicoloured vision of your business in 3 or 5 years' time: a destination for everyone in your business to drive towards.

If you do one thing about growing your business...



...create a series of customer profiles. Bring them to life with pictures of people that represent that segment of customers and give the group a name that really sums up what they are all about: are they Occasional Groomers, Gym Lovers, Soap and Water, or Reluctant Regimes? Ask your customer service teams for insights and anecdotes to put flesh on the profiles: think about what makes them tick. Crucially, think about what their pain points are. What keeps them awake at night? Then you can begin to get insights as to how you can uniquely solve these challenges for them and with which products or services.

Want to know more?

The Business Growth package is a two-day workshop, facilitated by Jodie and Mike Newman of The Business Allotment. It helps you build a comprehensive foundation for growth, including creating an engaging brand story, understanding your true offer, analysing your customers and building a brilliant business vision. Finally you create a short, medium and long-term strategic plan to map all critical actions, resources, finances and success criteria. Between them Jodie and Mike have over 40 years' experience of working with businesses to help them grow.

Call Jodie Newman on 07966 482 662 or email jodie@thebusinessallotment.co.uk